



ECONOMIC DEVELOPMENT COMMISSION ACTION MINUTES

City Hall Room 10
1225 Lincoln Way

March 22, 2005
4:00 p.m.

MEMBERS PRESENT: M. Holmes, J. McDonald, G. Moffat, M. Reynolds, H. Roper

MEMBERS ABSENT: K. Nesbitt, J. R. Smith

OTHERS PRESENT: Laura Pinnick, Ashley Memorial Dog Park Foundation; Leilani Vierra, Placer SPCA; Bob Snyder, Planning Commission; Norm Hall

CITY STAFF: Robert Richardson, City Manager

STAFF SECRETARY: Marilyn Hamner-Crout

TOTAL ATTENDANCE: 11

MEETING CONVENED: 4:00 p.m.

MEETING ADJOURNED: 5:30 p.m.

SECTION	AGENDA ITEM	ACTION	VOTE (if any)
I. Call to Order and Flag Salute		Meeting was called to order by Chairman Monti Reynolds at 4:00 p.m.	
II. Agenda Approval	Review agenda and propose changes.	No changes were requested.	
III. Public Comment	A time to speak on any item not on the agenda.	Bob Snyder announced the formation of the Blue Ribbon Task Force with the Chamber of Commerce. The task force will identify commercial sites that could benefit from economic development efforts. EDC's input is invited. The next meeting will be held March 30, 7:30, at Auburn Holiday Inn.	
IV. Approval of Minutes	Approval of minutes for March 8, 2005	It was moved to approve the minutes of March 8, 2005, as submitted.	Motion: Holmes/ Moffat Approved.
V. Fiscal Year 2004-2005 Budget Report	Current budget report	City Manager Bob Richardson reported there were no changes to the budget report.	
VI. Funding Request	Ashley Memorial Dog Park Foundation—\$10,000	Laura Pinnick spoke on behalf of the Ashley Memorial Dog Park Foundation. She said the foundation has \$100,000 in donor partners and ARD voted to approve the use of the land, as well as the Bureau of Land Management. The City sent survey letters to residents within 1,100 feet of the park project. The results have not been released as yet. Many fund raising events are planned. A letter from Nesbitt was read into the record. Holmes said he would like to see the survey results first. Moffat said he would like to know the cost of the City in-kind services (i.e., permits). It was suggested that City Council might be a better forum for this request.	

SECTION	AGENDA ITEM	ACTION	VOTE (if any)
	Placer SPCA, 16th Annual Barbecue and Blues—\$3,000	<p>It was moved to postpone this item to a definite date.</p> <p>Motion amended to postpone this item to the next meeting scheduled for April 12.</p> <p>Leilani Vierra spoke on behalf of the Placer SPCA. She said that 85% of attendees last year were from out of the area, and attendance was approximately 3,000 people. The Auburn hotels were sold out. Holmes referred to the submitted budget and asked what “other funds to be used” is. Vierra said most of their funding comes from sponsors, as well as ticket sales, food and beer sales, T-shirt sales and raffle tickets. Their net last year from this event was \$106,000. McDonald said he would like to see this item tabled to the next meeting in order to research the financial benefits to the City.</p> <p>In the absence of a motion, the item was tabled to the next meeting scheduled for April 12.</p>	<p>Motion: Holmes/ McDonald</p> <p>Motion: Holmes/ McDonald Approved 3-2.</p>
VII. EDC Business	<p>Placer County Welcome Guide Advertising Venture</p> <p>Gold Country Visitor Guide Advertising Venture</p> <p>One-Stop Information Center</p> <p>Project Auburn Update</p>	<p>City Manager Bob Richardson received a cost estimate for overruns, but Bob Evans based the estimate on a two-page double trunk. He will re-submit an estimate for a four-page double trunk. Roper said that DBA is willing to donate \$1,000 to the venture. Content was discussed and it was suggested that Chamber of Commerce list the city’s annual signature events, the Arts Commission show its Public Art Walking Tour, etc. It was agreed to move forward with design and particulars before presenting the project to the City Council for approval.</p> <p>Deferred to the next meeting. It was noted that perhaps the Chamber’s Blue Ribbon Task Force will accomplish what was going to be the One-Stop Information Center.</p> <p>Richardson gave a brief update on this project. McDonald distributed his ideas for expanded projects in Old Town.</p>	
VIII. Economic Development Commission Reports		Holmes reported that Congressman John Doolittle will likely get funding for the Auburn Placer Performing Arts Center into the federal budget, so the City’s emphasis on this funding will not be needed at the Cap-to-Cap trip.	

SECTION	AGENDA ITEM	ACTION	VOTE (if any)
IX. Future Agenda Items		⇒ EDC mission and ordinance	
X. Next Meeting Date		The next regular meeting will be held on Tuesday, April 12, 2005, 4:00 p.m.	
XI. Adjournment		Meeting was adjourned at 5:30 p.m.	